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Communications speaks to an evolved definition of integrated marketing and teaches students (of marketing or otherwise) how to effectively communicate in the business world. This text covers advertising and promotions, but also the role of social media, blogs, mobile messaging, and other marketing tactics.

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Communications speaks to an evolved definition of integrated
marketing and teaches you how to effectively communicate in the
business world. It champions the importance of integrating all
marketing communications and helps you understand how
communications are produced and transmitted.

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The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing readers with the information they need to understand the process and benefits of successful IMC campaigns.

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This volume takes a broader approach than Advertising or Promotions surveys and gives readers an integrated learning experience by incorporating Internet exercises and a Building an IMC Campaign project, with free Advertising Plan Pro software in every copy. The volume addresses integrated marketing communications, corporate image and brand management, consumer buyer behavior, business-to ...

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Communications speaks to an evolved definition of integrated marketing and teaches students how to effectively communicate in the business world. It champions the importance of integrating all marketing communications and helps students understand how communications are produced and transmitted.

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Integrated Advertising, Promotion, and Marketing

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Examine advertising and promotions through the lens of integrated marketing communications. The carefully integrated approach of this text blends advertising, promotions, and marketing communications together, providing students with the information they need to understand the process and benefits of successful IMC

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Most of the organization's marketing communication program is a
well-controlled and well-planned promotion program [2].
Integrated Marketing Communication (IMC) is the guiding
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Integrated Marketing Community. Integrated Marketing is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and ...

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